

# Green Building Studio

*The Pursuit of NOW!*

GeoPraxis' Green Building Studio web service is a disruptive technology that dramatically changes the way buildings are designed and building products are advertised and sold.

John F. Kennedy – President and CTO

# The Pain

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- Building design teams struggle to design energy and resource efficient buildings.
- Building design teams struggle with sharing building data.
- Building product manufacturers waste money qualifying building projects.

# How GBS relieves the pain?

The screenshot shows a computer screen with two windows. The top window is Autodesk Architectural Desktop 2004, displaying a 3D architectural model of a building. The bottom window is Microsoft Internet Explorer, displaying the GreenBuildingStudio website. The website has a header with the company name and a navigation bar with links for 'Logout', 'My Ads', and 'Settings'. Below the navigation bar, there is a section titled 'Ad Views' with a sub-header 'Ensure the lowest mercury containing lamps are used in your LEED building.' Below this, there is a table with 11 columns: User, Building Type, User Role, Company Size, Project Budget, Project Phase, Const. Start, Results, Clicked, Date Viewed, and View Fee. The table contains 18 rows of data, with the last row highlighted in yellow.

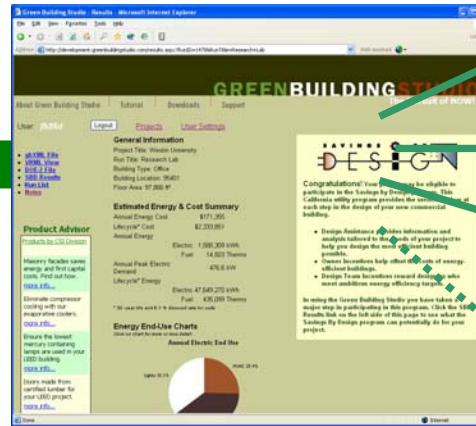
User	Building Type	User Role	Company Size	Project Budget	Project Phase	Const. Start	Results	Clicked	Date Viewed	View Fee
jfk86d	DiningBarLoungeOrLeisure	Engineer	under 10	Over \$25 million	Schematic Design	Q1 2004			3/30/2004 4:29:00 PM	\$0.21
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jfk86d	DiningBarLoungeOrLeisure	Engineer	under 10	Over \$25 million	Schematic Design	Q1 2004			3/30/2004 4:26:00 PM	\$0.20
jfk86d	DiningBarLoungeOrLeisure	Engineer	under 10	Over \$25 million	Schematic Design	Q1 2004			3/30/2004 4:26:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 4:05:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 4:04:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 4:03:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 4:03:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 3:49:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 3:48:00 PM	\$0.20
jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 3:48:00 PM	\$0.20
joe	SchoolOrUniversity	Architect	over 500	Over \$25 million	Schematic Design	Q1 2004			3/29/2004 6:02:00 PM	\$0.20

# Design Team Time Savings

Image: www.GreatBuildings.com © Artifice, Inc.



Drawing  
5 days



~~2 days~~  
< 30 minutes



~~5-15 days~~  
< 1 day

**Significant time and costs savings per building.**

# GBS drives down the cost of sales

- Lead generation #1 purpose for digital marketing.
- Online lead generation expenditures increasing.
- Marketing Performance Measurement (MPM) is imperative.
- Green Building Studio delivers!

User	Building Type	User Role	Company Size	Project Budget	Project Phase	Const. Start	Results	Clicked	Date Viewed	View Fee
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jfk86d	SchoolOrUniversity	Engineer	under 10	\$5-10 million	Planning/Programming	Q2 2006	Run Data		3/30/2004 4:03:00 PM	\$0.20

Green Building Studio is designed for today's MPM

# Value Proposition

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- For Architects and Engineers
  - Provides professional, and detailed energy analysis at the early conceptual design stage.
  - Reduces design time and cost by days and weeks.
  - Provides direct links to the appropriate equipment and services for their building.
- For Building Equipment Manufacturers
  - Provides earliest access to building design teams.
  - Delivers highest advertising/lead ROI.

# Market Opportunity and Drivers

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- Over 300,000 early design projects, over 40% have access to this service today.
- Building equipment manufacturers spend **\$16BB** on sales calls in this market.
- They also spend **\$1.5BB** on advertising in this market.
- 3D-CAD vendors are featuring GBS to accelerate user adoption and market share.
- Manufacturers want earlier access and detailed information, pre-qualifying and streamlining their sales process.

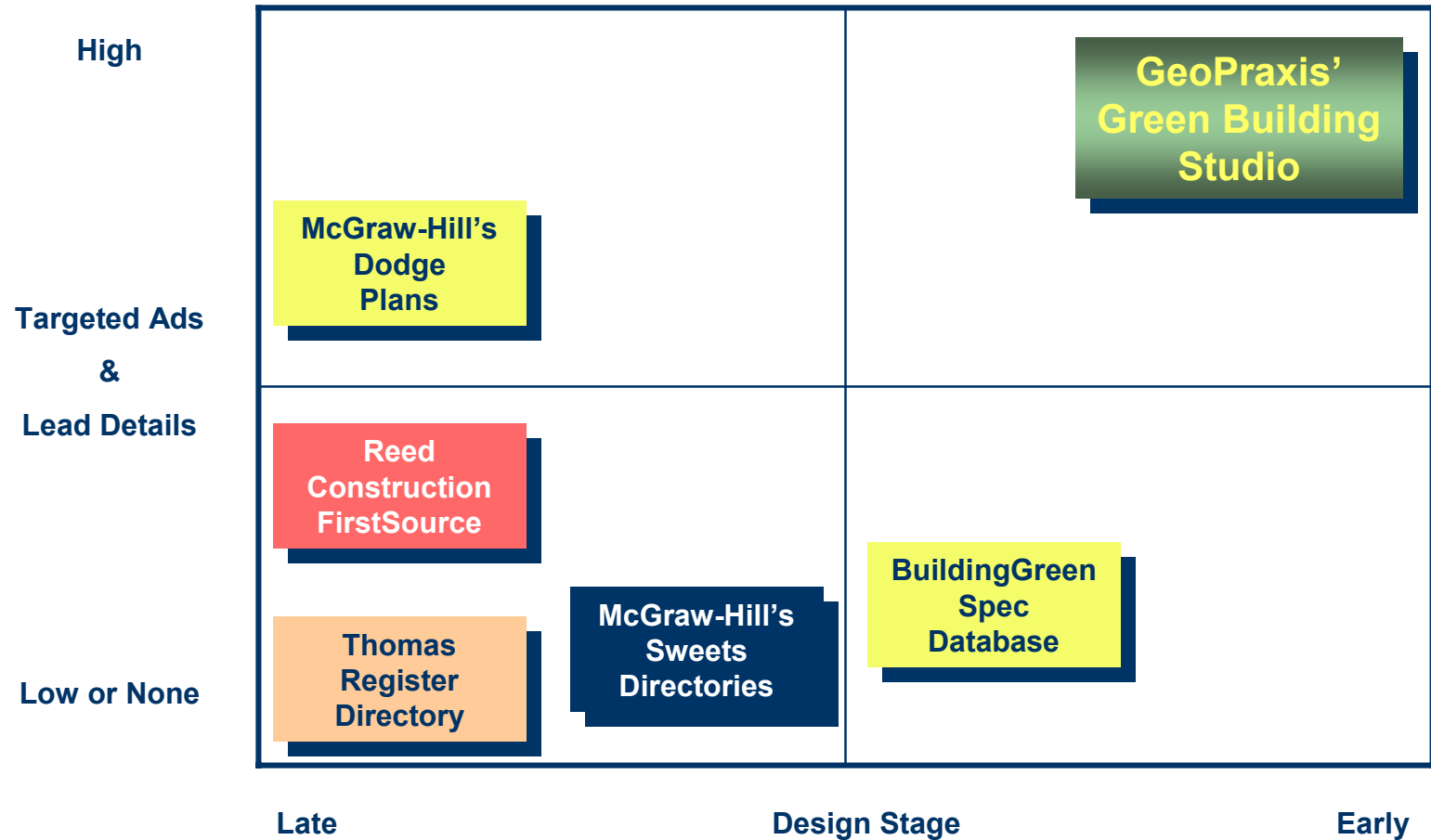
# Channels, Partners, Customers

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- Leading 3D-CAD vendors – over 80% of all users.
  - Autodesk – Top executive support, co-marketing, and sales with 3 major product lines.
  - Graphisoft & Bentley – Fully committed to co-marketing.
- McGraw-Hill Construction
  - Assisting in marketing and exploring partnership
- Key building product manufacturers acknowledge technology advantage.
  - Trane, York, Carrier, Baltimore Aircoil
  - PPG, Johns Manville, KONE
  - Philips Lighting, Johnson Controls



# Direct and Indirect Competition



Detailed lead at early stage = Increased sales and reduced COGS!

# Unfair Advantage / Barriers to Entry

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- Autodesk has built Green Building Studio into their products.
- Signed marketing agreement with Autodesk.
- Graphisoft, and Bentley are co-marketing Green Building Studio to speed adoption of their 3D-CAD products.
- Patents pending on key technologies.
- 3 years of product development and over \$1M in grants.
- Green Building Studio is available NOW!
- Leading architectural and engineering firms are already using the product.

# Talented and Experienced Team

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- John Kennedy – President and CTO
  - Recognized leader in software engineering, AEC XML standards, interoperability, and engineering simulation with over 10 years experience. MSME and licensed PE in California. Founder.
- Ken Dean – CFO and GM
  - Seasoned C-level executive from Kraft Foods, Conrail, and BCCI Construction. Has also founded four previously successful business acquisitions over the past 22 years.
- Patrick Bailey – VP of Engineering
  - Nationally recognized leader in Green Building design techniques with over 11 years of experience with simulation and efficiency consulting. Licensed Mechanical PE in California. Co-founder.
- Jim McCray – Director
  - Seasoned software executive with 25 years product marketing, sales, engineering, and global business management experience at Accenture, Siebel Systems, ICF Consulting, and PG&E.

# Revenue Model & Financials

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- Revenue from lead generation
  - \$100.00 per qualified lead.
- Breakeven in year 2
- Acquisition after 4-5 years by leading AEC industry information provider or CAD service

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$ 237,600	\$ 3,801,600	\$ 18,057,600	\$ 55,836,000	\$ 123,552,000
Expenses	\$ 758,298	\$ 3,564,000	\$ 13,543,200	\$ 37,224,000	\$ 74,131,200
Profit(loss) after Tax	\$ (520,698)	\$ 116,424	\$ 2,212,056	\$ 9,119,880	\$ 24,216,192
3D-CAD Users	2,500	10,000	25,000	42,500	60,000
Advertisers	110	660	1,760	3,850	6,600
Employees	12	27	44	54	56

# Funding and Milestones

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- Seeking \$2.5M to support the rapid North American expansion.
  - Complete management and sales teams
- Definitely consider staged Series A funding.

# Business Status

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- Product launched in April 2004.
- Over 1350 registered users modeling over \$750M in construction projects.
- Channel partners Autodesk, Graphisoft, and Bentley are driving adoption to their 300,000+ users world-wide.
- Building product manufacturers contracts to begin Q1 '05.

# Summary

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- Funding – Immediate funding need to support the rapid North American expansion.
- Exit Strategy – Acquisition after 4-5 years by leading AEC industry information provider or CAD service.
- GeoPraxis – Green Building Studio
  - Driving down building design costs for over 300,000 architects and engineers.
  - CAD vendors are leveraging GBS to accelerate user adoption of new products.
  - Will increase sales with the highest ROI for advertising and lead generation for 11,000 building equipment manufacturers.
- Come by our table to see a demonstration!



# Green Building Studio

*The Pursuit of NOW!*

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John F. Kennedy – President and CTO

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A decorative border at the bottom of the slide featuring a close-up, blurred image of green grass.

**GREENBUILDINGSTUDIO**

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